2006 Tennessee Employees Charitable Campaign

Coordinators' Guide



Joining Together – Making a Difference

2006 Campaign Dates: September 18 – October 31

JOINING TOGETHER - MAKING A DIFFERENCE

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WELCOME TO THIS YEAR'S TECC!

Thank you for serving as a volunteer for the Tennessee Employees Charitable Campaign!

As Campaign Coordinator, you play a significant role in this effort to raise funds for more than 1,300 charitable organizations in this state. These organizations represent social justice issues, health and medical research, environmental concerns, and human service needs that help all Tennesseans. Your support, skills, and enthusiasm will be the key to inspiring others to participate in the campaign.

Your primary focus as Campaign Coordinator is to ensure that every employee in your department receives quality information about the TECC, its federations and independent charitable organizations. The overall campaign goal is to ensure that every state employee has the opportunity to contribute to the organization of his or her choice.

Our theme is **Joining Together** – **Making a Difference.** Thousands of Tennesseans are counting on our support this year to assist them in their time of need. We are pleased that your department will help conduct this campaign, and we thank you for being on our team!

This workbook is a reference tool to help you conduct your campaign, from start to finish. The federations and independent charities listed in the back of this booklet will help you manage this responsibility and make it fun and rewarding. Call on them anytime to assist you.

Fall 2006 TECC CAMPAIGN DATES: SEPTEMBER 18 - OCTOBER 31

www.state.tn.us/personnel/Charity Fund/2006/06 CF index.htm

CAMPAIGN PLANNING CHECKLIST

The key to a successful campaign is good organization. The following checklist can help you plan and implement your campaign from the launch through its conclusion.

Attend a TECC coordinator training session.
Review these materials thoroughly.
Develop a calendar including deadlines for the items in the rest of this planning checklist.
Review your organization's giving history. Determine the number of employees amount pledged, average employee gift, and number of payroll deductions.
Talk to last year's Campaign Coordinator for any "lessons learned." Keep them involved.
Meet with your agency appointing authority to obtain commitment.
Recruit a campaign committee to share the workload. Include representatives of all divisions and facilities, including management, professionals, "blue collar' staff, hourly workers, and part-time staff. Include employees with special talents in communications and data processing.
Set and publicize your agency's goal.
Develop and implement a plan for your kickoff event (see page 7, Strategies for a Successful Launch).
Develop and implement any other in-house publicity.
Send a letter from your appointing authority announcing the campaign.

Hang campaign posters in well-trafficked locations.
Schedule a group meeting. Invite the three federations and one or more independent charities to learn more about each organization and how donor dollars are working in your community. Contact information for all charity participants is located in the back of your manual.
Distribute campaign materials to each employee. Make sure every employee has an opportunity to donate.
Be prepared to answer questions about completing the pledge form.
Collect all pledge forms and make sure they are completed correctly.
Make sure to account for all returned pledge forms and turn them into your payroll office for processing payroll deductions.
Complete and submit the TECC Agency Report Form.
Share final results with employees.
Develop and implement a "thank you" program.

And please feel free to contact the federations and independent charitable organizations for any information or assistance!

THANK YOU IN ADVANCE FOR A SUCCESSFUL 2006 CAMPAIGN!

SETTING GOALS

You can see the results of each department's giving for the past four years.

We used the 2005 totals to set our target goal for each department for the Fall 2006 TECC.

Help us reach and exceed the new giving levels!

2005 TECC Results by Department

	2002	2003	2004	<u>2005</u>	<u>5%</u>
Department Name	<u>Gift</u>	<u>Gift</u>	<u>Gift</u>	<u>Gift</u>	Target Increase
A.B.C.	\$0	\$714	\$747	\$907	\$952
Aging	\$1,180	\$1,925	\$1,636	\$1,377	\$1,446
Agriculture	\$6,239	\$8,071	\$6,127	\$6,392	\$6,711
Attorney General	\$7,643	\$6,489	\$6,591	\$7,213	\$7,573
Children - Youth	\$3,793	\$3,671	\$3,535	\$3,619	\$3,800
Children Services	\$26,797	\$27,938	\$30,090	\$21,542	\$22,619
Commerce & Ins.	\$11,177	\$8,867	\$7,675	\$6,864	\$7,207
Comptroller	\$9,412	\$8,670	\$10,603	\$9,176	\$9,635
Corrections Inst.	\$0	\$0	\$0	\$24	\$25
Corrections	\$24,540	\$21,112	\$22,002	\$28,234	\$29,645
District Atty. Conference		\$4,877	\$5,766	\$4,459	\$4,682
E.C.D.	\$5,747	\$4,609	\$4,684	\$5,752	\$6,039
Education	\$8,154	\$10,969	\$12,718	\$13,717	\$14,403
Environment & Conservation	\$37,693	\$38,914	\$46,340	\$45,129	\$47,385
Executive	\$0	\$1,184	\$495	\$1,145	\$1,202
Finance & Administration	\$12,956	\$12,087	\$11,319	\$11,905	\$12,500
Financial Institutions	\$2,704	\$1,537	\$2,563	\$1,602	\$1,682
Fiscal Review		\$825	\$421	\$310	\$326
General Services	\$7,768	\$7,533	\$5,833	\$3,722	\$3,908
Health	\$23,220	\$25,649	\$27,711	\$40,464	\$42,488
Health Services	\$0	\$0	\$352	\$696	\$731
Higher Education	\$1,203	\$1,508	\$1,960	\$2,143	\$2,250
Housing Development	\$6,146	\$5,476	\$4,729	\$5,212	\$5,472
Human Rights	\$80	\$120	\$292	\$85	\$89

	2002	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>5%</u>
Department Name	<u>Gift</u>	<u>Gift</u>	<u>Gift</u>	<u>Gift</u>	Target Increase
Human Services	\$53,360	\$65,843	\$74,745	\$67,221	\$70,582
Intergovernmental Relations	\$1,308	\$1,272	\$328	\$535	\$562
Judicial Court	\$12,444	\$11,713	\$12,134	\$13,750	\$14,437
Legislative	\$7,591	\$7,305	\$6,191	\$6,721	\$7,057
Mental Health	\$40,056	\$41,435	\$14,851	\$17,372	\$18,241
Mental Retardation Services			\$31,849	\$36,310	\$38,125
Military	\$6,333	\$5,541	\$6,268	\$6,207	\$6,517
Personnel	\$5,626	\$6,363	\$6,287	\$7,229	\$7,591
Post Conviction Defender	\$360	\$360	\$0	\$360	\$378
Probation and Parole	\$13,543	\$13,675	\$13,650	\$16,042	\$16,844
Public Defender	\$2,554	\$2,303	\$1,578	\$2,248	\$2,360
Revenue	\$20,340	\$21,084	\$19,876	\$16,717	\$17,553
Safety	\$12,237	\$11,512	\$5,981	\$14,281	\$14,995
Secretary of State	\$10,677	\$10,400	\$12,227	\$13,867	\$14,560
State Museum	\$0	\$204	\$0	\$112	\$118
T.B.I.	\$3,984	\$3,296	\$5,275	\$4,058	\$4,261
T.R.A.	\$3,006	\$3,893	\$2,009	\$2,336	\$2,453
T.S.A.C.	\$1,866	\$1,742	\$1,744	\$2,289	\$2,403
T.W.R.A.	\$1,942	\$1,752	\$3,080	\$3,352	\$3,519
TN Arts	\$0	\$190	\$248	\$212	\$223
TennCare	\$2,795	\$2,303	\$2,340	\$772	\$811
Tourist Development	\$1,773	\$0	\$1,479	\$3,451	\$3,623
Transportation	\$45,052	\$38,874	\$35,561	\$34,645	\$36,377
Treasury	\$9,471	\$10,931	\$11,344	\$11,104	\$11,659
TRICOR	\$1,799	\$622	\$1,168	\$2,057	\$2,160
Veterans Affairs	\$819	\$1,266	\$1,557	\$2,393	\$2,513
Workforce Development	\$35,693	\$41,790	\$43,580	\$40,806	\$42,847
Statewide Total	\$491,081	\$508,413	\$529,533	\$548,132	\$575,539

STRATEGIES FOR A SUCCESSFUL LAUNCH

The success of the TECC begins with effective outreach to individuals who truly desire to be a part of improving the quality of life in Tennessee. The most effective workplace campaigns are the result of employee education about the TECC and the hard-working charities it supports.

While promoting the campaign, it's important to remember that we must preserve the rights of state employees to make their own personal choices about giving. Any use of pressure or coercion is unethical and does far more harm in the long run than any short-term results it may produce. When spreading the news, emphasize that giving is voluntary and that contributing to the TECC is an opportunity to help others in need.

Below is a checklist of promotional strategies:

Ensure every person in your department receives the TECC materials.

Distribute a letter from your department head encouraging support of the TECC.

Promote the date and time of any group meetings at least two weeks prior to the event.

Include success stories from participating federations and independent charities in your departmental newsletter.

Use email to communicate important information about the TECC (meeting dates, pledge reminders, campaign goals, etc.)

	Recruit your team—a successful campaign is almost impossible to implement alone. Recruit co-workers, with supervisor approval, to give you a hand, and try to identify at least one representative from each division/office/facility and each shift (see page 9, The Campaign Team, for additional information).
	Reward employees who turn in their pledge forms early with prize drawings.
	Have prize drawings at your group meetings—must be present to win!
	Serve food at campaign meetings.
	Sponsor a TECC poster contest for children/grandchildren of employees. Put all posters on display in a prominent location, and award a prize to the top 3 winners.
Use	Below are some ideas for incentives and prizes. your imagination to generate enthusiasm about the TECC!
•	Extra casual dress days
•	Preferred parking spaces for a week
•	Home-made products donated by employees
Other Id	deas:
•	
•	
•	

THE CAMPAIGN TEAM

Your campaign team will depend on the size of your department, but it could include:

Appointing Authority and/or Office/Facility Manager

- Sends endorsement letter to employees
- Speaks at employee meeting(s)
- · Supports campaign goal
- Makes a personal leadership gift
- · Approves time for all employee meetings or one-on-one solicitation efforts

Campaign Coordinator

- Attends TECC Training
- Develops campaign plan and timetable
- · Secures a co-coordinator or team leaders
- Assembles and leads a campaign committee
- · Completes campaign and submits report

Campaign Committee

- Educates, publicizes and promotes campaign
- Identifies employees who have received services to share their stories
- Develops intra-departmental competition
- Promotes incentives
- Arranges co-coordinator training
- Arranges employee meetings
- Arranges Agency Fair/meeting speakers
- Develops and implements publicity and events
- Implements "Thank You" Program

SELECT YOUR SOLICITATION METHOD

Your primary goal is to ensure every employee receives information about the TECC and has the opportunity to give to the charity of choice.

Only you and your campaign committee can determine the best solicitation method to achieve this goal. There are advantages to both the **GROUP SETTING** and the **INDIVIDUAL SETTING**. Study each method further to determine which one will work best in your agency.

Group Setting

- > Offers a more efficient use of your time
- > Ensures all employees receive a consistent message
- > Allows employees to make an informed decision in a pressure-free environment
- > Generally results in higher participation rate and average gift

Sample Agenda for Group Setting – 20 minutes

Welcome and Overview of TECC (5 minutes) Manager or Coordinator

Testimonial (3-8 minutes)

Ask for Pledge and Answer Questions (2-5 minutes) Coordinator

Collection of Pledge Forms & Closing (2-5 minutes) Manager or Coordinator

Individual Setting

- > Provides a personal ask of each employee
- > Can be especially effective if departmental activity or multiple shifts make group meetings less than optimal
- > Offers opportunity to answer employee's questions in a personal setting
- > Should be used to follow up with those unable to attend group meetings

PLEDGE FORM OVERVIEW AND INSTRUCTIONS

Step #1 DONOR INFORMATION:

- ✓ Donor's Name and Department (printed clearly) this allows the Department of Personnel to reach you if there's a question about your pledge form.
- ✓ Donor's Social Security # this information is for <u>internal recordkeeping only</u>. None of the charitable organizations listed in the campaign brochure have access to the Donor's Social Security #.
- ✓ The "please acknowledge my gift" check box lets each donor decide if they want
 to receive a confirmation of their donation. If the donor checks this box, the
 donor must fill out the address section so the organization receiving the gift can
 send a confirmation.
- ✓ The "Retiring this year?" check box is for employees who know they are retiring during 2007 and will no longer receive a copy of the TECC materials and would like contact in the future by their selected charity. Again, the employee must provide mailing information so the organization can keep in touch with the donor.

Step #2 CHARITY DESIGNATION

The Department of State, Division of Charitable Solicitations officially approved the nonprofit organizations listed in the TECC brochure as eligible to receive donations from State of Tennessee employees.

✓ Each employee can choose **ONE** organization to receive a payroll deduction gift. Employees may give to <u>one of the federations</u> (Community Health Charities, Community Shares, or any county United Way), <u>OR</u> to a member/partner charity affiliated with one of the federations, <u>OR</u> to one of the independent charitable organizations listed in the brochure.

Step #3 PAYROLL DEDUCTION OPTIONS

Each State of Tennessee employee may choose one of these three options:

- ✓ to become a monthly giving member of one of four "clubs," each with a different giving level, OR
- ✓ a monthly giving level other than the club levels, OR
- ✓ a one-time payroll deduction gift in January 2007.

After selecting the giving level, the donor must **sign** and **date** the form to give permission for payroll deduction.

2006 TENNESSEE EMPLOYEES CHARITABLE CAMPAIGN



PLEDGE FORM - Easy as 1, 2, 3...

- 1. Provide us with information about you, the donor
- 2. Select a recipient charity from the brochure
- 3. Select a payroll deduction option

PLEASE PRINT CLEARLY

STEP #1 DONOR INFORMATION

Donor's Name					
Donor's Social Security #	Donor's Department				
(Used for state payroll purposes only)					
email. If you choose not to complete this po	u for your gift but cannot do so unless you provide your home address and/or rtion, your gift will be marked anonymous.				
Please acknowledge my gift. Retiring this year? Please check this box if you would like to receive further communications from your favorite charity, and be sure to provide your address and/or email, below.					
Home Street Address					
City	State Zip Code				
Home Email Address					
STEP #2 CHARITY DESIGNATION	V				
Please designate your support to one of the c	haritable organizations listed in your brochure.				
Organization Name	5-digit TECC code #				
STEP #3 PAYROLL DEDUCTION (OPTION				
Select Your Monthly (January 2007 – Decem	nber 2007) Deduction Option (Check one box):				
Buck a Week Club Member	\$ 4.33 per month = \$ 51.96 annually				
☐ Iris Club Member \$10.00 per month = \$120.00 annually					
☐ Mockingbird Club Member	\$30.00 per month = \$360.00 annually				
Raccoon Club Member Other amount per month: \$	\$50.00 per month = \$600.00 annually				
•					
One-time deduction gift – (January 2007 only): \$					
I authorize my payroll deduction as indicated on this pledge form (signature required below).					
1 authorize my payron deduction as indicated					
Donor's Signature					

Your TECC contribution is TAX DEDUCTIBLE. For tax purposes, nothing of substantial value was given in return for this contribution.

White - TECC Dept. Coordinator

Yellow - Acknowledgement

Gold - Donor

PROCESSING CAMPAIGN FORMS

PLEDGE FORM:

The donor will find the pledge form included with the TECC Brochure. It is very important to ensure that the donor completes the pledge form **correctly** and **completely** before distributing as follows:

White Original Copy – to your Agency's Payroll Office for processing Yellow 2nd Copy – to Department of Personnel for donor acknowledgement, if applicable Gold 3rd Copy – to Donor as Receipt

REPORT FORM:

Submit the TECC Agency Report Form to the Department of Personnel by <u>Wednesday</u>, <u>November 15, 2006.</u>

When you receive a majority of the pledge forms and reports, complete <u>one</u> final Agency Report Form listing the <u>grand total</u> for your agency's campaign. This is the Report Form that you will submit to the Department of Personnel to record your agency's total pledges. The deadline for submitting the Agency Report Form is <u>Wednesday, November 15, 2006</u>. If you receive additional pledges after submitting your final Agency Report Form, please submit a supplemental Report Form showing the total of the additional pledges only. Please clearly date and mark this form as "SUPPLEMENTAL REPORT".

In larger agencies, you may choose to distribute Agency Report Forms for completion by your co-coordinators or team leaders who are assisting with your agency's campaign. However, they must return these reports to you and the totals included in your final Agency Report Form.

You can find a copy of the TECC Agency Report Form at www.state.tn.us/personnel/Charity_Fund/2006/06_CF_index.htm.

Tennessee Employees Charitable Campaign

AGENCY REPORT FORM

This Report is: FINAL or	SUPPLEMENTAL TO FINAL
Date Submitted:	County:
Department Name:	Budget Code:
Local Office Coordinator Name:	
Address of Local Office:	
City	Zip Code
Phone # of Local Office:	Fax #:
Local Office e-mail address:	
Total # of Donors =	(A)
Total Amount Pledged = \$	(B)
Total Number of Employees Solicited = (Contributing or not)	(C)
Please calculate the following:	
Average Gift (B divided by A) = \$	**************************************
Per Capita Gift (B divided by C) = \$	
Percent Participation (A divided by C) =	%

Report Form: Make 2 copies of this Report Form - submit one copy to your agency's statewide coordinator and keep one copy for your records.

Pledge Forms: Submit original copy of all pledge forms to your agency's statewide coordinator for submission to your agency's payroll office.

Agency Statewide Coordinator: Complete and submit your agency's combined final totals on the Report Form. For donors requesting acknowledgement, submit the 2nd copy of the pledge forms (fully completed and legible) along with your Report Form to the:

Department of Personnel Employee Relations Division First Floor, James K. Polk Building 505 Deaderick Street Nashville, TN 37243

Gift Acknowledgements And Other Important Thank You's

Acknowledgement to donors:

The charitable organizations that qualify to participate in this campaign receive donations with no explanation of their source, other than "from the TECC." They do not know where the donations come from unless the employee fills out the section of the pledge form asking for an acknowledgement and providing a mailing address.

The charities would like to thank the people who donate to them. Your employees can receive a confirmation thank you when they provide their mailing address on the pledge form.

Thanking co-workers:

Thank you very much! Your participation in the TECC means the world to us!

Don't you just **LOVE** appreciation? Well, your co-workers do, too. Let them know in one or more ways just how much you appreciate their participation in the TECC this year. You can say thank you in many ways. The important thing to remember is to SAY IT – to your team, your co-workers, and your department head.

YOU COULD.....

- have a celebration event at the close of the campaign and thank everyone at that time
- send a fun group email
- > put up a big thank you poster in a place where your employees will notice it
- leave a piece of candy on employees' desks with a thank you note attached

Any of these things – or something else that you know will get noticed and talked about in your department – can add to the feeling of "we've really done something worthwhile" – and can make people want to join in again next year.

Say it...Shout it...Write it...Show it

Just remember to do it...!

FEDERATIONS AND INDEPENDENT CHARITABLE ORGANIZATIONS

Approved for participation in the Fall 2006 Tennessee Employees Charitable Campaign

FEDERATIONS

UNITED WAYS OF TENNESSEE

Each United Way in Tennessee operates independently.

For contact information for your home county United Way, please contact:

Mary Graham, President, United Ways of Tennessee
Phone: 615-780-2434
Fax: 615-780-2426
mary.graham@uwtn.org

COMMUNITY SHARES OF TENNESSEE

Community Shares is a statewide federation with offices in Knoxville and Nashville. Our Knoxville office can respond to campaign needs across East Tennessee.

Phone: 865/522-1604
Toll free: 1/866/727-4273
Fax: 865/522-5281
Shelley Wascom: Executive Director shelley@communitysharestn.org

Our Nashville office covers all of Middle and West Tennessee. Phone: 615/726-2284

Fax: 615/248-6545
Beverly Feinstein, Middle TN Director beverly@communitysharestn.org

Many of our members listed in your pledge booklet have chapters across the state. For more information, visit our website: www.communitysharestn.org

COMMUNITY HEALTH CHARITIES OF TENNESSEE

5409 Maryland Way, Suite 130, Brentwood, TN 37027 phone (statewide headquarters): 615/383-0807 toll free: 1/877/835-8101

II free: 1/877/835-8101 fax: 615/292-6854

Janet M. Feulner, Executive Director

Community Health Charities is a statewide federation. Many of our member health charities have chapters across the state in Chattanooga, Knoxville, Johnson City, Nashville, Jackson and Memphis. Info@communityhealthtn.org www.healthcharities.org

INDEPENDENT CHARITABLE ORGANIZATIONS

Black United Fund of Tennessee

283 North Bellevue Memphis, TN 38105 Phone: 901/726-5353 Fax: 901/726-5355

Email: mphsbuf@aol.com

Contact: Gary L. Rowe, President

Chattanooga Area Food Bank

2009 Curtain Pole Road Chattanooga, TN 37406 Phone: 423/622-1800 Fax: 423/622-5874

Contact: Gary Paul, Development Coordinator

Email: gpaul@chattfoodbank.org Clare Sawyer, Executive Director

www.chattfoodbank.org

FACES

FACES: The National Craniofacial Association

P. O. Box 11082

Chattanooga, TN 37401 Toll Free: 800/332-2373

Contact: Lynne Mayfield, President Email: faces@faces-cranio.org

www.faces-cranio.org

Governor's Books from Birth Foundation

710 James Robertson Parkway / 11th Floor

Nashville, TN 37243 Phone: 615/253-6036 Toll Free: 866/368-6371 Fax: 615/253-1420

Contact: Claiborne Gayden, Vice-President Email: claiborne.gayden@state.tn.us

www.governorsfoundation.org

<u>Humane Society of</u> Clarksville-Montgomery County

P.O. Box 571 Clarksville, TN 37041

Phone: 931/648-8042

Contact: Elaine Weil, Director of Services Email: humanesociety@clarksville.com www.clarksvillehumanesociety.org

Prevent Child Abuse Tennessee

1120 Glendale Lane Nashville, TN 37204 Phone: 615/383-0994

Parent Helpline/Domestic Violence Hotline

1-800-356-6767 Fax: 615/383-6089

Contact: Carla Snodgrass, Executive Director

Email: carla.snodgrass@pcat.org

www.pcat.org

Siloam Family Health Center

P.O. Box 41687 820 Gale Lane Nashville, TN 37204

Phone: 615/298-5406 ext 114

Fax: 615/577-4010

Contact: Lou Anne Dulaney, Director of

Development

Email: louanne.dulaney@siloamhealth.org

www.siloamhealth.org

Special Olympics Tennessee

1900 12th Avenue South Nashville, TN 37203 Phone: 615/329-1375 Toll Free: 800/288-5225 Fax: 615/327-1465

Contact: Alan L. Bolick, Executive Director

Email: sotnpres@aol.com www.specialolympicstn.org

Tennessee CASA Association, Inc.

501 Union Street, Suite 400 Nashville, TN 37219

Phone: 615/242-8884 Toll Free: 866/498-1864

Contact: Cheryl Hultman, Executive Director

Email: tncasa@bellsouth.net

www.tncasa.org

INDEPENDENT CHARITABLE ORGANIZATIONS (cont.)

Tennessee Voices for Children

1315 Eighth Avenue South Nashville, TN 37203 Phone: 615/269-7751 Toll Free: 800/670-9882 Fax: 615/269-8914

Contact: Patti Orten, Assistant Director

Email: porten@tnvoices.org

Charlotte G. Bryson, Executive Director

www.tnvoices.org

Tennessee Wildlife Federation

300 Orlando Avenue, Suite 200 Nashville, TN 37209 Phone: 615/353-1133 Fax: 615/353-0083

Contact: Karen McDonald, Director of

Development

Email: kmcdonald@tnwf.org Michael Butler, Executive Director

www.conservetn.com

Walden's Puddle, Inc.

Wildlife Rehabilitation and Education Center P. O. Box 641 Joelton, TN 37080 Phone: 615/299-9938 ext 25 Fax: 615/876-2388

Contact: Donald L. Deatheridge, Executive

Director

Director

Email: wpdirector@bellsouth.net www.waldenspuddle.org

You have the Power... Know How to Use It, Inc.

2814 12th Avenue South, Suite 211 Nashville, TN 37204 Phone: 615/292-7027 Fax: 615/292-4088

Contact: Valerie Craig, Director of

Education/Development Email: valerie.craig@yhtp.org Verna Wyatt, Executive Director

www.yhtp.org